

P & C Food Markets
P.O. Box 4965
Syracuse, NY 13221

A merchandising bonus up to \$30,000.00 will be paid to P & C Food Markets, if the following merchandising requirements can be met:

- P & C Food Markets will allow R.J. Reynolds to place a package merchandiser at a self service checkout location, or service counter position in a self service position.
- The qualifying package fixture can have a security lock-up feature.
- The qualifying package fixture will feature all R.J. Reynolds brands authorized for P & C Food Market distribution, and will be planogrammed by R.J. Reynolds personnel. Competitive brands may be placed once R.J. Reynolds planogram needs are satisfied.
- To earn the bonus, fixture placements will determine the final bonus payment to be earned at a rate of \$500.00 per store. All fixtures approved for placement should remain on location through December 31, 1996. Should fixtures not be placed on location by March 31, 1995, then bonus monies will be deducted from future quarterly contractual monies. Any fixtures placed and removed, will be deducted on a pro-rated basis.

Signed by/Date

Mr. Frank Winker, Director Store Merchandising

Signed by/Date

Mr. Bruce Cook, Sr. Chain Accounts Manager

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